



STATE OF ALABAMA
DEPARTMENT OF EDUCATION



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State Superintendent of Education

Alabama
State Board
of Education

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**ALABAMA STATE DEPARTMENT OF EDUCATION,
BIG COMMUNICATIONS EARN EIGHT GOLD EDUCATION
DIGITAL MARKETING AWARDS FOR
'WE TEACH ALABAMA' CAMPAIGN**

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Montgomery, Ala – The Alabama State Department of Education (ALSDE) —alongside Birmingham-based strategic communications firm, Big Communications — announced today that their collective, ongoing efforts for the ‘We Teach Alabama’ campaign have earned multiple top honors in the 9th Annual Education Digital Marketing Awards. ‘We Teach Alabama’ *received a total of eight Gold awards* for multiple campaign aspects: Digital Ad, Digital Video, Employee/Staff Recruitment, Microsite, Pop Up Display Ad, Single Social Media Content, Campaign Social Media Content and Total Digital Marketing Program.

“We are incredibly proud of this campaign and how it’s been brought to life by our partners at Big. We both see the immense need and value in identifying and recruiting highly qualified teachers to fill the K-12 pipeline,” said State Superintendent of Education Dr. Eric G. Mackey. “Earning these awards is something we are truly proud of, and we are grateful to the Big team for the work they’ve done alongside us. Together, we hope to make a big difference for Alabama’s future workforce.”

More than 1,000 entries were received from colleges, universities, and secondary schools nationwide. EDMAwards judges consisted of a national panel of education marketers, advertising creative directors, marketing, and advertising professionals.

“We understand how important teachers are to the future of Alabama, and we are beyond proud of the ‘We Teach Alabama’ campaign and its core goal. Teachers are vital to what Alabama is and will be, and we are happy to use our talents for such a pivotal purpose,” said John Montgomery, CEO and founder of Big Communications. “We thank Dr. Mackey and team for their collaboration and look forward to all we have yet to do together.”

After the May 2021 passage of the TEAMS Act — legislation designed to fill each and every Alabama school with credentialed math and science teachers in grades 6-12 — ‘We Teach Alabama’ was launched in late July. Since then, ALSDE has already secured close to 500 approved TEAMS contracts, with several hundred more awaiting final approval.

“These early and impressive results show our investment in a targeted, integrated marketing campaign are already bearing fruits and will, without a doubt, positively impact Alabama’s teacher recruitment and overall education efforts moving forward,” added Dr. Mackey.

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TOP DIGITAL MARKETING AWARDS FOR 'WE TEACH ALABAMA' CAMPAIGN

The now award-winning 'We Teach Alabama' recruitment campaign will be expanded throughout the Southeast in 2022.

For more information, please visit **weteachalabama.com**.

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